GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:2204
ANSWERED ON:29.07.2016
New Advertisement Policy for Print Media
Sawant Shri Arvind Ganpat

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Government has implemented a new advertisement policy for print media, if so, the details and salient features thereof;

(b) whether circulation upto 45,000 copies per publishing day certificate from Chartered Accountant/Audit Bureau of Circulations (ABC) is mandated, if so, the details thereof and the the reasons therefor;

(c) whether certification by RNI (Registrar of Newspapers for India) and ABC is mandated if circulation exceeds 45,000 copies per publishing day;

(d) if so, the details and motive thereof including the number of officials appointed for the purpose; and

(e) whether a large number of small and medium newspapers would be affected by new print media advertisement policy, if so, the corrective measures taken by the Government in this regard?

Answer

MINISTER OF STATE IN THE MINISTRY OF INFORMATION & BROADCASTING {COL RAJYAVARDHAN RATHORE (Retd.)}

(a) Government of India has formulated 'The Print Media Advertisement Policy of Government of India -2016' which has been implemented w.e.f. 07/06/2016. The new policy is available on Directorate of Advertising and Visual Publicity (DAVP)'s website, www.davp.nic.in.

The salient features of the policy and the criteria to provide Government advertisements to print media including the norms for selection of magazines for empanelment with DAVP are as under:-

(i) Circulation verification by RNI/Audit Bureau of Circulation (ABC) for newspapers publishing above 45,000 copies per day has been made compulsory.

(ii) A Marking System has been devised based on objective criterion to incentivize newspapers which get their circulation verified by RNI/ABC to bring about better transparency and accountability in the release of advertisements. The advertisements to medium and big category newspapers will be released when they get more than 45 marks out of 100 marks specified in the Clause-18(iv) of the Policy.

(iii) Provisions has been made for DAVP to make efforts to release more advertisements to periodicals especially social messages and advertisements which are not date specific.

(iv) Provisions to incentivize those big newspapers which are willing to publish the advertisements of educational institutions at DAVP rates by giving additional business of 50% in volume terms as compared to those which are not willing to accept, has been added.

(v) The budget for release of advertisement all over the country be divided among states based on the total circulation of newspapers in each States/language.

(b) Yes, Sir. Certificate from either Chartered/Cost Accountant or Audit Bureau of Circulations (ABC) has been prescribed in case of newspapers/journals having circulation upto 45,000 copies per publishing day. This will facilitate small/medium newspapers who can get their circulation audited at local level by Chartered/Cost Accountant.

(c) and (d) In order to ensure the intended outreach of Government advertisements and also to authenticate the claimed circulation of the publications, the certification of circulation by RNI (Registrar of Newspapers for India) and ABC has been made mandatory for the publications exceeding 45,000 copies per publishing day.

At present 8 Gazetted officers besides Press Registrar are deputed in RNI to carry out the mandate of RNI. Moreover, as per M/o I&B order dated 14.07.2016, as many as 14 Additional Director Generals, 19 Directors/Joint Directors and 24 Deputy Directors of Press Information Bureau (PIB) posted in states have been re-designated as Additional Press Registrar for the State, Deputy Press Registrar for the State, and Assistant Press Registrar for the State respectively to discharge their duties under the general superintendence and control of the Press Registrar as such and they may also be assigned the work of circulation verification relating to their States.

(e) The provisions with regard to release of advertisements to small category newspapers/journals are same as in the earlier policy. However, in case of medium category newspapers, in order to ensure transparency and accountability in the process of release of advertisements by DAVP, the policy seeks to incentivise such newspapers, whose circulation is verified by RNI/ABC and who have better professional standing and have been following the Government Acts and Regulations.

****